

## **WLAJ 2007 COMMUNITY STORIES AND EVENTS for 1<sup>st</sup> and 2<sup>nd</sup> quarter**

WLAJ ABC 53 PRIDES ITSELF ON ABEING COMMUNITY MINDED WITH A STRONG EMPHASIS ON LOCAL NEWS, LOCALLY PRODUCED SPORTS KEYED TO MID MICHIGAN FANS AND ENTERTAINMENT AND THE ARTS COVERAGE

THE FIVE MAJOR AREAS WE HAVE DETERMINED TO BE OF SIGNIFICANT CONCERN AND INTEREST TO OUR VIEWING AUDIENCE ARE (IN NO PARTICULAR ORDER):

1. MINORITY ISSUES IN OUR REGION
2. GOVERNMENT IN THE STATE CAPITAL
3. THE AUTOMOTIVE INDUSTRY
4. HEALTH CARE FOR MICHIGANIANS
5. CRIME PREVENTION IN MID MICHIGAN

IN THE STORIES COVERED:

(NUMBERS CORRESPOND TO CATEGORY COVERED, MAY FIT MORE THAN ONE CATEGORY)  
ALL STORIES ARE FROM NEWS EXPRESS AT 6 PM, UNLESS OTHERWISE NOTED)

### ***1<sup>ST</sup> QUARTER 2007 1-2-3***

1-3 Auto Show 3  
1-4 Car Sales 3  
1-5 gm v Toyota 3  
1-8 Auto electrics 3  
1-8 New Cadillac's 3  
1-11 New Leg Session 2  
1-11 New Bills 2  
1-11 Larch stabbing arrest  
1-12 lpd & neighbors meet 5  
1-17 MSU Med School 4  
1-18 GM Engines 3  
1-25 GOP on Budget 2  
1-29 Budget week 2  
1-30 SouthSide Burglaries 5  
1-30 hpv vaccine 2, 4  
1-30 Debbie & auto industry 3  
1-30 big 3 health care 4, 3

2-08 GM stockpiles 3  
 2-8 Tribute to Black Theater (Entertainment Express) 1  
 2-13 Drug Companies 2,4  
 2-14 GM Stock 3  
 2-16 Dodge in China 3  
 2-19 Noro Virus 4  
 2-21 GM ATT 3  
 2-22 All Around The African World Museum featured on Mid Michigan Spotlight 1  
 2-23 Zulu Baskets 1  
 2-28 busby death 5  
 3-2 Big Three in DC  
 3- 5 dems on Budget  
 3-6 Nurses Rally 2, 4  
 3-9 young Lawmakers  
 3-15 property tax legislation  
 3-19 dems on 401 K  
 3-21 Bush on Fuel  
 3-22 All Around The African World Museum featured on Mid Michigan Spotlight 1  
 3-22 state budget 3-28 GOV at UAW  
 3-27 211 service 4 , 5  
 3-28 On Line Predator 5  
 3-29 GM Land 3

#### *OTHER COMMUNITY ACTIVITIES:*

3-30-07 WLAJ News Director attended career fair at Central Michigan University to talk to students about careers in broadcasting and to accept resumes for upcoming internships and job opening

#### **2<sup>nd</sup> QUARTER 2007 4-5-6**

GM CHINA 4-2 (3)  
 FORD COMMENTS 4-4 (3)  
 AUTO SALES 4-4 (3)  
 SMALLER CHEVYS 4-4 (3)  
 BUDGET CRISIS STORIES 4-9 (2)  
 FAIR TAX 4-16 (2)  
 TOYOTA DETROIT 4-16 (3)  
 PUBLIC HEALTH WEEK AT THE CAPITOL 4 –17 (2,4)  
 MI CHRYSLER PLANT 4—17 (3)  
 TAXPAYER TEA PARTY 4-18 (2)

GM VOLT 4-19 (3)

EMPLOYEE HEALTH (4)

BUDGET CRISIS 4-23 (2)

GM TOYOTA 4-24 (3)

BIZ TAX 4-25 (2)

BLUE CROSS RATES 4-26 (2,4)

CARE FREE MEDICAL 4-26 (4)

***3<sup>RD</sup> QUARTER 2007 7-8-9***

***4<sup>TH</sup> QUARTER 2007 10-11-12***